



Tradition and Social Value of Drinking Coffee

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Abstrak

Minum kopi termasuk tradisi dan bernilai sosial. Penelitian ini bertujuan untuk menemukan nilai-nilai budaya dan tradisi minum kopi pada masyarakat Aceh tepatnya di takengon. Tujuan lain yaitu untuk mengetahui nilai-nilai sosial, ekonomi dan perubahan minum kopi. Metode penelitian yang digunakan yaitu metode penelitian kualitatif. Sampel penelitian diambil dengan menggunakan cara purposive. Hasil penelitian menunjukkan bahwa terjadi perubahan sosial budaya di Indonesia salah satunya adalah pada tradisi minum kopi, tepatnya di kabupaten Aceh Tengah, Takengon. Jika masa lampau meminum kopi kebanyakan orang di warung kopi biasa dengan harga terjangkau, kini warung kopi di desain lebih modern dengan pemasaran yang dikemas menarik sehingga banyak pelanggan yang tertarik. Temuan lain yaitu terdapat nilai-nilai sosial seperti nilai pertemanan, nilai persaudaraan dan menjalin hubungan sosial dengan sesama teman pada saat minum kopi. Bahkan terdapat nilai-nilai perbincangan seputar kehidupan sosial di warung kopi. Temuan lain yaitu terdapat nilai-nilai penghidupan sebab dengan warung kopi akan menghasilkan penghidupan bagi pemilik warung kopi dan penghasil kopi. Terakhir, adanya nilai-nilai adab yang harus digunakan terutama untuk menghasilkan kopi yang berkualitas.

Keywords: Pertemanan, Nilai sosial, budaya, tradisi.

Abstrak

Drinking coffee is a tradition and social value. This study aims to find the cultural values and traditions of drinking coffee in Acehnese society, precisely in Takengon. Another goal is to find out the social, economic values and changes in coffee drinking. The research method used is qualitative. The research sample was taken using a purposive method. The results of the study indicate that there are socio-cultural changes in Indonesia, one of which is the tradition of drinking coffee, precisely in Central Aceh district, Takengon. If in the past, most people drank coffee in ordinary coffee shops at affordable prices, now coffee shops are designed more modern with attractively packaged marketing so that many customers are interested. Another finding is that there are social values such as the value of friendship, the value of brotherhood, and social relations with fellow friends when drinking coffee. There are even values of conversation about social life in coffee shops. Another finding is that there are livelihood values because coffee shops will generate livelihoods for coffee shop owners and coffee producers. Finally, there are ethical values that must be used especially to produce quality coffee.

Keywords: Brotherhood, Social value, culture, tradition

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INTRODUCTION

Indonesia is currently being faced with social and cultural problems. This happens due to the rapid development of technology, whether it is realized or not, the evolution and technology of new media have had a significant impact so that it can be said to have surrounded all aspects of human life (Sarkawi, 2016). Besides that, modernization which makes it easier for western culture to enter Indonesia has driven most of the changes that have occurred in coffee shops, which at first coffee shops or cafes were usually only used for drinking coffee, now over time the cafe has had many concepts. , among others, as a place to enjoy food, drinks, snacks, power plugs, and Wi-Fi facilities, as well as providing toilets for consumers. In some countries/regions, cafes can serve a variety of heavy food like a restaurant (Krisnayana, 2020). In the modern era, coffee culture has become the way of life among the community, including young people, both in developed and developing countries. In Indonesia, coffee culture has become a trend among young people, where the culture of coffee is used as an instrument for young Indonesian just to meet friends, family, or even do homework and assignment (Nurhasanah & Dewi, 2019). Coffee culture has existed in Indonesia for a long time and has a long history. Its existence is indicated by the presence of coffee shops in various regions and regions in Indonesia, for example in buildings or heritage areas (Oktafarel et al., 2021).

While Kamil (2019) said that currently, coffee as a prima donna commodity that is consumed by many people is a marker for social status. In Banda Aceh these days, not everyone has and is comfortable with all coffee shops. Because today's coffee shops have grown very rapidly with various attributes attached to them. In addition to the presentation process, coffee has been transformed into a marker for social space for certain classes. So not everyone has the same preference as to which coffee shop to visit every day. So that some people will distinguish coffee shops with interests that are being fought for or in other words, coffee shops become markers for building one's social network. Now most people, especially young people, are interested in cafes that are rampant with certain themes or goals, for example with music accompaniment, modern themes, or classic themes. This makes the public's belief in the existence of cafes high because the proliferation of cafes shows market interest in cafes (Fauzi et al., 2017). Another phenomenon is when the existence of a coffee shop creates a space in the family room to interact and discuss many things because the opportunity for that is drained by the pleasure of gathering with friends at the coffee shop.

In addition, some activities that must be carried out in the office are also transferred to the coffee shop, and legal transactions (such as sales, cooperation contracts, or memorandums of understanding) can also be arranged at the coffee shop, and it will even become a big problem if the coffee shop becomes a fun place to escape from laziness or just wasting time in vain (Irwanti, 2017). Now in addition to selling various types of coffee and complementary foods, the coffee shop also provides Wi-Fi and cable TV facilities that make the coffee shop look more exclusive. Because the internet has provided a very practical solution for most people to access data, information, communication, and other needs, that is one of the reasons why most people can spend hours in coffee shops (Asfara et al., 2019). This is interesting to study more deeply because, from the problems that we have described above, the culture of drinking coffee should be a means to meet the needs of life, not just a lifestyle and the demands of the times, but what we find today is far from what it used to be. It occurs because of the influence of globalization and the rapid advancement of technology. In this research, the researcher attempt to discover the culture and traditional value drinking of coffee in Takengon Aceh Tengah. Another purpose is to find out about social values such as friendship and social relationships in drinking coffee. Another is to find about the quality of coffee is the form of morality and livelihood value in coffee for planters and stallers.

METHODS

The research about the tradition and social value of drinking coffee was conducted in Staller of coffee in Takengon Regency, Central Aceh. Madekhan (2019) said that qualitative research is research whose findings are not obtained through statistical procedures or other forms of calculation. The qualitative approach is expected to be able to produce an in-depth description of the speech, writing, and or observable behavior of a particular individual, group, community, and or organization in a certain context which is studied from a complete, comprehensive, and holistic perspective. To select the sample, the research used purposive technique sampling. This sampling technique was used because determining the sample is based on research purposes. The sample was selected who drink coffee in the stallers. They were selected because they enable to reply the question proper to the research question. Once the sample was indicated, the researcher conducted an in-depth interview.

The data is gathered in this staller including the researchers raised the questions about tradition and culture in the drinking of coffee because behavior in consumes coffee as a beverage can be involved in tradition in Aceh societies typically in Takengon. Another is researchers' demand to respondents for giving reasons about social value like brotherhood, social connection, and friendship when the community drinks coffee together in the coffee staller. The question continued to ask about the livelihood value of coffee including the sellers' advantage and farmers also collect the benefit from the mechanisms of drinking of coffee. Besides that, the question about the transformation of drinking coffee was also offered to respondents. When performing in-depth-interview with people, the researchers recorded all of the respondents' answers about the purpose of this research. Researchers used a recorder to ensure that the data were collected from respondents. The data could be gathered through interviews through WhatsApp because it enabled to collect the data face to face nowadays because of the outbreak of covid-19. After it is completed, the researchers tried to investigate and probing. The data selected must be supported by several sources included documentation. In this, the researcher used some articles to boost the finding. The observation was also performed to prove that there is an activity that is connected to the discovering when an in-depth interview is held. The data which was collected from an in-depth interview must be combined with another method like observation and documentation. Observation must be conducted to see the location and the real action of cities. Once the data from some of the methods have been gathered, the data must be analyzed by triangulation data. The data which come from numerous methods must be mixed to ensure that data from the field can be trusted. The combination of numerous sources of data leads to reacting valid data.

RESULT AND DISCUSSION

Meanwhile, drinking coffee is a tradition shown from the way rural communities interpret coffee as an inherent part of their simple daily life (Adji & Rahayu, 2019). Drinking coffee is part of the culture of the people of Aceh because it is part of the culture and also belongs to tradition. Drinking coffee is done as a culture because it has been done by previous people and it is very difficult to change the behavior of the Acehnese people. Hereditary continued and even up to tens, hundreds of years until now. So it is very difficult to change among the people of Aceh. Besides, if we review the history of the conflicts that occurred in Aceh in the past, namely from the Dutch era to the signing of the Helsinki MOU, it has had its influence on the social processes that took place from the Acehnese people to coffee shops. The Acehnese developed a war strategy from coffee shops to fight and defeat the Dutch. Therefore, when colonialism occurred, the Dutch participated in all activities that supervised the development of coffee shops. This is what Mauriza describes in his paper "The Function of the Aceh Coffee Shop (Mursyidin, 2019), coffee is the main drink provided to guests, both formal and informal. In addition, because coffee trees are very good at growing in mountainous areas where they live, making people grow coffee trees until it becomes a tradition because it is passed on by the next generation.

In general, the people of Aceh are happy with the speech culture. Talking to each other while drinking coffee has become a habit so that it forms relationships between people. That's why drinking coffee is an event for friendship such as building social networks and new friendships. Drinking coffee in Aceh has an element of sharing among coffee drinkers. For example, today I pay for the coffee, and the next day someone else pays. There are even other people who pay even though the person does not know. New meetings can also happen here because at the time of drinking coffee many new people come. This finding is also related to how strong the value of solidarity or friendship is in the Acehnese people. Coupled with other social aspects, according to Gumulya & Helmi (2017), drinking coffee is also a social means to discuss and build business friendships. In addition, if we look at the political realm, according to Darwin (Danil et al., 2019) said that coffee shops in Aceh offer opportunities for the realization of communication and people's rationality in determining their political choices as a step to finalize the democratic process.

Meanwhile, to foster coffee-drinking behavior in Acehnese society, it is done through the community, namely maintaining culture because there are many positive sides, one of which is being able to strengthen friendships. Second, maintaining the quality of coffee and etiquette in relationships because maintaining the quality of coffee is one form of behavior in maintaining attitudes. Furthermore, when viewed from the price of coffee and the taste of coffee, of course from generation to generation it must continue to improve so that it will create a delicious coffee taste and much better quality so that coffee enthusiasts will increase day by day. At the same time, the use of supporting technology will increase the productivity of coffee making so that it can be easily distributed to coffee connoisseurs themselves. There are several reasons associated with this including the exchange of information. In addition, if viewed from the economic perspective of the community, the development of coffee shops in Banda Aceh has affected two aspects of the community's economy, firstly, coffee shop owners and tourists. First of all, for coffee shop owners, a coffee shop business is a form of business whose goal is to gain profit/profit from the business they manage. In addition, with the increasing number of coffee connoisseurs in the community, several business people have also responded to the business of opening coffee shops. Therefore, it can be a new source of income for those in the economic field. Because of the increasing number of coffee shops, the demand for cakes and biscuits as snacks while enjoying coffee also increases.

This can make small and medium enterprises and family businesses become cake producers, which directly affects their economic income. On a larger scale, the economic growth of small and medium enterprises and households can ease the burden on the government in overcoming the unemployment rate in Aceh. The second economic impact is the impact on coffee shop visitors. With the increase in coffee connoisseurs and the increasing response to coffee shops, the trend of drinking coffee in society is increasingly unstoppable. Coffee shops are the main choice for gathering and interacting with friends from different social and cultural groups (Muammar, Mawardi, & Nurasiah, 2018). Meanwhile, the reality about the coffee shop as This lifestyle is increasingly emphasized by the need for modernization, coffee shops now as a place for social interactions, a hangout place for young people, as a comfortable meeting place, as a place for breakfast with friends fast food. People can enjoy coffee while resting and chat with other colleagues. Habits of some people in their spare time and spend their money with drinking coffee at a coffee shop has become an activity as one of the styles life (Solikatun & Argyo, 2015).

It must be boosted by another discovering that Consumptive behavior was done by adolescent coffee connoisseurs is to choose the site, the types of drinks to their favorites, choosing snacks as a friend drinking coffee, selecting friend invitation, a time that fits their expectations, how to enjoy drinks, chat, smoking, the atmosphere when consuming coffee and putting aside allowance (Kurniawan & Ridlo, 2010). Event coffee shop as a place for a hangout for young generation. More, cultural hanging out also plays a role in increasing creativity in thinking and working. This creativity is then poured into business and business. For example, many cafe or coffee shop is now a container in facilitating the hangout culture of young people (Fauzi et al.,

2017). In addition, One cup of coffee becomes extraordinary symbol device because not only function as drowsiness reliever or friend stay up late, but as a symbolic code used by some the audience to actualize their presence in the group social (Muhammad Ishak Ilham et al., 2019). Urban people prefer coffee shops to hang out while discussing and drinking coffee (Afdholy, 2019). Social capital in drinking coffee in a coffee shop leads to build social capital among the communities like trusting.

Changes in the coffee drinking of Acehnese people today with 10 years ago are also quite significant. Where coffee used to be said to be still traditional, which was in the setting of ordinary people with relatively cheap prices. In addition, drinking coffee at the coffee shop in the past can also be obtained and processed at home, where the taste of the coffee is the same as the coffee in the shop. Meanwhile, coffee is now an expensive commodity with a modern society setting, luxury, and an elite place. Now drinking coffee in a coffee shop can be said to be modern, starting from many variants of coffee flavors that the average community cannot get or process at home which requires going to a coffee shop if you want to taste the coffee variant. In addition, the current location of the coffee shop is attractive, making visitors drink coffee feel at home in the coffee shop for a long time. It can be ascertained from the many coffee shops with interesting themes and concepts with good and conceptual designs (Fahdilah, 2020). Nowadays, the level of closeness between individuals with other individuals is reduced compared to the past, due to the influence of smartphones or cellphones which now make people busy with their gadgets, so that the quality of gathering while sitting drinking coffee is reduced. This is also the change that occurred in drinking coffee today and drinking coffee 10 years ago.

It is undeniable that the people of Aceh are addicted to drinking coffee. Not because of the caffeine, because Gayo coffee is low in caffeine. But because it tastes delicious, the price is also affordable, cheap, and easy to get around where you live. Moreover, nowadays coffee shops not only have a good coffee taste but also have a pleasant atmosphere that makes people comfortable to relax from the fatigue of work. Besides that, what makes people like drinking coffee is usually being able to inspire and find new ideas while sitting down. drinking coffee in a coffee shop. Because in a coffee shop, you don't just sit and drink coffee, but also be creative, think about work, or do schoolwork, college, or office assignments. In addition, the factors that make modern coffee shops grow rapidly at this time are because the taste of the coffee is getting more delicious and the taste is getting better so that this coffee shop keeps the graphics growing rapidly. And also the service of the person who manages the coffee shop, the attitude is very good, polite, friendly, ethics and manners can be felt by coffee shop visitors who make visitors feel appreciated, thus making customers feel more comfortable and often come to the coffee shop. For example, according to research conducted which is performed in Kaman Coffee Shop in introducing themselves to the community, namely through the word of mouth at first and then using social media such as Instagram and Facebook. Publications using Instagram are following the target consumers of Kedai Kopi Kaman who are millennials because currently, Instagram is one of the social media that is often used. Kedai Kopi Kaman also uses Promotion Ads on Instagram, which serve as advertisements for Instagram users by determining the location and age of Instagram users (Radja; Rialdo; Riska, 2020).

CONCLUSION

In Aceh drinking coffee is a tradition from a long time ago, coffee being the main drink provided to guests, both formal and informal. In addition, because coffee trees are very good at growing in mountainous areas where they live, Acehnese people cultivate coffee trees until it becomes a tradition because it is passed on by the next generation. Coffee also contains caffeine which makes people feel addicted when they drink it. By drinking coffee at a coffee shop, you can build friendships with other customers, which is why drinking coffee in a coffee shop can also be called a place of togetherness. However, so that this tradition does not disappear, of course, several efforts can be made, including maintaining friendships so that they can continue

to gather at coffee shops, maintaining the image of the taste of coffee so that coffee lovers will not be lost because of its distinctive taste awakened. So if this effort is made, it will not change the tradition because it looks like nowadays coffee shops are increasingly looking modern and their marketing is increasing, but social-cultural traditions are decreasing. As for the factors that make modern coffee shops grow rapidly at this time, namely the current coffee shop owners change the design of the place to be more attractive and modern, besides that most modern coffee shops provide free internet facilities that make most people feel more at home for long. sitting in a coffee shop.

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